



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # 844826
Schedule Dates 09/18/12-09/24/12
Advertiser Service Employee's International Union (SEIU) (8C
Agency/T-Code Waterfront Strategies (8116)/154583751
Product Political - US House (1175)
Brand Anti (Republican) (177703)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 112/119/1432
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments SEIU 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Norfolk (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Sep. 2012	27	\$34,300.00
Grand Total:	27	\$34,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	11:35P- 12:02A (ET)			1	1	1	1			3	\$575.00	\$1,725.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	8/22/12
2.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	12P- 12:57P (ET)		1		X	X	X	X		1	\$425.00	\$425.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	8/22/12
3.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6P- 6:30P (ET)		2		X	X	X	X		2	\$1,150.00	\$2,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	8/22/12
4.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:58P- 7:28P (ET)		1		X	X	X	X		1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	8/22/12
5.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 9A (ET)		4		X	X	X	X		4	\$975.00	\$3,900.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
6.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:28P- 7:57P (ET)		1		X	X	X	X		1	\$1,450.00	\$1,450.00	Norfolk (WVEC) (WVEC)	JEOPARDY	8/22/12
7.1	Normal Line / SPOT	09/18/12-09/21/12	4	:30	9A- 10A (ET)		2		X	X	X	X		2	\$425.00	\$850.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	8/22/12
8.2	Normal Line / SPOT	09/21/12-09/21/12	4	:30	10P- 11P (ET)								1	1	\$4,125.00	\$4,125.00	Norfolk (WVEC) (WVEC)	20/20	9/19/12
9.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7:58P- 10P (ET)		1						1	1	\$4,325.00	\$4,325.00	Norfolk (WVEC) (WVEC)	DANCING WITH THE STARS/EFF 9/24/12	8/22/12
10.1	Normal Line / NCAA - FOOTBALL	09/22/12-09/22/12	5	:30	3P- 7P (ET)							3	1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	CLLG FTBL SEP-DEC12	8/22/12	
11.1	Normal Line / SPOT	09/22/12-09/22/12	5	:30	6P- 6:30P (ET)							1			\$275.00		Norfolk (WVEC) (WVEC)	WEEKEND NEWS	8/22/12
12.1	Normal Line / SPOT	09/23/12-09/23/12	4	:30	8A- 9A (ET)							1	1		\$525.00	\$525.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	8/22/12
13.1	Normal Line / SPOT	09/18/12-09/23/12	4	:30	11P- 11:35P (ET)		5		X	X	X	X	X	5	\$1,025.00	\$5,125.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	8/22/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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613 Woodis Ave.
Norfolk, VA 23510

Waterfront Strategies
1010 Wisconsin Ave
Suite 800
Washington, DC 20007-3603

Contract # **844826**

Schedule Dates	09/18/12-09/24/12	Date Entered	07/25/12
Advertiser	Service Employee's International Union (SEIU) (8C)	Last Modified	09/19/12
Agency/T-Code	Waterfront Strategies (8116)/154583751	Entered By	Penne Marsh
Product	Political - US House (1175)	CO-OP	No
Brand	Anti (Republican) (17703)	Headline #	06250549
Salesperson	Blair, Cheryl (2205)	Demo	
Sales Office	TeleRep - Philadelphia	Order Type	Normal
Buyer Name	NAGELBERG,DAN	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	112/119/1432	Commission	\$5,145.00
Account Types	National/Political PAC - Agency	Net Total	\$29,155.00
Billing Type	Weekly/Irregular	Sales Tax	
Comments	SEIU 9/25 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

Norfolk (WVEC) (WVEC)		Spots	Rate
By Broadcast Month			
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14.1	Normal Line / SPOT	09/18/12-09/18/12	5	:30	9P- 10P (ET)				1						\$2,175.00		Norfolk (WVEC) (WVEC)	DANCING-STARS RESULTS/9/25/12	8/22/12
15.1	Normal Line / SPOT	09/19/12-09/19/12	5	:30	9P- 10P (ET)						1			1	\$4,675.00	\$4,675.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	8/22/12
16.1	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:35P- 12:02A (ET)		1							1	\$575.00	\$575.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	8/22/12
17.1	Normal Line / SPOT	09/24/12-09/24/12	5	:30	7A- 9A (ET)			1						1	\$975.00	\$975.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	8/22/12
18.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	12P- 12:57P (ET)			1						1	\$900.00	\$900.00	Norfolk (WVEC) (WVEC)	part of M1	9/19/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
<u>WVEC Norfolk</u>	<u>9/17</u>

I, Laura Bassett
do hereby request station time concerning the following issue:

Service Employees International Union

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					<u>AS ORDERED</u>

Total Charges: \$ 29,155 Net

This broadcast time will be used by: SEIU

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

844826

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union
1800 Massachusetts Ave, NW
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): *Heather Stone* *Deputy Political Director*

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012
Date

Dawn Bawlf
Signature

(202) 350-5782
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Penne Marsh
Signature

Penne Marsh
Printed Name

NSC
Title